

IN THE CLAIMS:

Please Add new claim 67.

Please Amend claims 1, 25, 29, 33, 35, 39-51 and 60-63 as follows:

1. (Currently Amended) A computer-implemented method for offering a travel product for sale, comprising:

receiving a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred and alternate travel product records being indicative of preferred and alternate travel products;

selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter; and

transmitting an offer to sell the selected at least one alternate travel product.
2. (Original) The method of claim 1 further comprising receiving an acceptance to purchase the at least one alternate travel product.
3. (Original) The method of claim 2 further comprising receiving payment for the accepted at least one alternate travel product.
4. (Original) The method of claim 1 further comprising transmitting an offer to sell the preferred travel product.

5. (Original) The method of claim 1 wherein the preferred and alternate travel products are indicative of at least one of an airline ticket, a hotel room, a rental car, a cruise ticket and a train ticket.

6. (Original) The method of claim 1 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon inventory data associated with the alternate and preferred travel products.

7. (Original) The method of claim 1 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon profit margin data associated with the preferred and alternate travel products.

8. (Original) The method of claim 1 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon a current load factor associated with the alternate and preferred travel products.

9. (Original) The method of claim 8 wherein the travel products have seating capacities, the current load factor being indicative of the current available seating capacity for a travel product.

10. (Original) The method of claim 1 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product data entry is based upon a projected load factor associated with the alternate and preferred travel products.

11. (Original) The method of claim 10 wherein each travel product has a seating capacity, the projected load factor being an estimate of the available seating capacity for a travel product at the travel date.

12. (Original) The method of claim 11 wherein the projected load factor is based upon historical travel product data.

13. (Original) The method of claim 1 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon a load factor discrepancy associated with the alternate and preferred travel products.

14. (Original) The method of claim 13 wherein each travel product has a seating capacity, and an optimal load factor and projected load factor based upon the seating capacity, the load factor discrepancy being based upon the difference between the optimal load factor and a projected load factor for a travel product.

15. (Original) The method of claim 13 wherein each travel product has a seating capacity, and an optimal load factor and projected load factor based upon the seating capacity, the load factor discrepancy being based upon a difference between the optimal load factor and a current load factor for a travel product.

16. (Original) The method of claim 1 further comprising selecting a benefit to be associated with the at least one alternate travel product.

17. (Original) The method of claim 16 further comprising transmitting an offer for the benefit.

18. (Original) The method of claim 17 wherein the selected benefit has an associated time duration for acceptance.

19. (Original) The method of claim 17 wherein the selected benefit comprises at least one of additional frequent traveling miles, a price discount, a traveling class upgrade and a package deal.

20. (Original) The method of claim 17 further comprising:
generating a benefit rating, wherein the benefit rating is based on a difference between the preferred travel product and the alternate travel product.

21. (Original) The method of claim 20 wherein the benefit is selected based on the benefit rating.

22. (Original) The method of claim 17 wherein the benefit is a package deal benefit to be associated with the alternate travel product, the package deal benefit including at least one additional travel product.

23. (Original) The method of claim 17 wherein the benefit is selected based upon a difference between the value of the alternate travel product and the preferred travel product.

24. (Original) The method of claim 1 further comprising receiving a travel inquiry that is indicative of a preferred travel product.

25. (Currently Amended) The method of claim ~~[[1]]~~ 24 wherein the at least one alternate travel product is within a defined variation limit from the received travel inquiry.

26. (Original) The method of claim 25 wherein the defined variation limit is based on a difference between at least one of dates, times, classes, origin and destination of each alternate travel product and the travel inquiry.

27. (Original) The method of claim 1 further comprising:

receiving a travel inquiry from a requester; and
receiving an indication of a preferred benefit from the requester.

28. (Original) The method of claim 27 further comprising:

storing the preferred benefit with an identifier of the requester;
receiving a second travel inquiry from the requester;
retrieving the stored preferred benefit based upon the identity of

the requester; and

transmitting an offer for the preferred benefit with an offer to sell
a second alternate travel product.

29. (Currently Amended) A computer-implemented method for
offering a travel product for sale comprising:

receiving a travel inquiry indicative of a preferred travel product
from a traveler;

transmitting the travel inquiry to at least one merchant server;

receiving at least one alternate travel product record from a
merchant server, wherein the at least one alternate travel product record is based upon
the travel inquiry, the alternate travel product record being indicative of an alternate
travel product;

selecting at least one alternate travel product based on the at
least one received alternate travel product record, wherein the at least one alternate
travel product provides a greater value to a seller if sold than the preferred travel
product and is related to the preferred travel product by at least one travel product
relation parameter;

transmitting an offer to sell the selected at least one alternate travel product to a traveler; and

receiving an acceptance to purchase the at least one alternate travel product from the traveler.

30. (Original) The method of claim 29 further comprising receiving a preferred travel product record from a merchant server, wherein the preferred travel product record is based upon the travel inquiry, the preferred travel product record being indicative of the preferred travel product.

31. (Original) The method of claim 30 further comprising selecting a benefit to be associated with the alternate travel product wherein the benefit is selected based on a difference between the preferred travel product and the alternate travel product.

32. (Original) The method of claim 31 further comprising transmitting an offer for the associated benefit.

33. (Currently Amended) A computer implemented method for purchasing a travel product, comprising:

submitting a travel inquiry that is indicative of a preferred travel product;

receiving an offer for at least one alternate travel product, wherein the at least one alternate travel product has a greater value to a seller if sold then a preferred travel product and is related to the preferred travel product by at least one travel product relation parameter, the at least one alternate travel product being based on the travel inquiry; and

transmitting an acceptance to purchase the at least one alternate travel product.

34. (Original) The method of claim 33 further comprising receiving an offer for a benefit associated with acceptance of the alternate travel product, wherein the benefit is based on a difference between the preferred travel product and the alternate travel product.

35. (Currently Amended) A computer implemented method for offering a travel product for sale, comprising:

receiving a travel inquiry indicative of a preferred travel product from a traveler;

querying at least one merchant server to select a preferred and an alternate travel product based on the travel inquiry;

receiving a preferred travel product record and at least one alternate travel product record from a merchant server, the preferred travel product record and alternate travel product records being indicative of travel products;

selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter; and

transmitting an offer to sell the selected alternate travel product to the traveler.

36. (Original) The method of claim 35 wherein the seller is a travel product seller.

37. (Original) The method of claim 35 wherein the seller is a central reservation system.

38. (Original) The method of claim 35 wherein the seller is a travel agent.

39. (Currently Amended) A system for offering a travel product for sale, comprising:

means for receiving a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred and alternate travel product records being indicative of preferred and alternate travel products;

means for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter; and

means for transmitting an offer to sell the selected at least one alternate travel product.

40. (Currently Amended) A system for offering a travel product for sale, comprising:

means for receiving a travel inquiry indicative of a preferred travel product from a traveler;

means for transmitting the travel inquiry to at least one merchant server;

means for receiving at least one alternate travel product record from a merchant server, wherein the at least one alternate travel product record is based upon the travel inquiry, the alternate travel product record being indicative of an alternate travel product;

means for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter;

means for transmitting an offer to sell the selected at least one alternate travel product to a traveler; and

means for receiving an acceptance to purchase the at least one alternate travel product from the traveler.

41. (Currently Amended) A system for purchasing a travel product, comprising:

means for submitting a travel inquiry that is indicative of a preferred travel product;

means for receiving an offer for at least one alternate travel product, wherein the at least one alternate travel product has a greater value to a seller if sold than a preferred travel product and is related to the preferred travel product by

at least one travel product relation parameter, the alternate travel product being based on the travel inquiry; and

means for transmitting an acceptance to purchase the at least one alternate travel product.

42. (Currently Amended) A system for offering a travel product for sale, comprising:

means for receiving a travel inquiry indicative of a preferred travel product from a traveler;

means for querying at least one merchant server to select a preferred and at least one alternate travel product based on the travel inquiry;

means for receiving a preferred travel product record and at least one alternate travel product record from a merchant server, the preferred travel product record and alternate travel product records being indicative of travel products;

means for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter; and

means for transmitting an offer to sell the selected at least one alternate travel product to the traveler.

43. (Currently Amended) Computer executable software code stored on a computer readable medium, the code for offering a travel product for sale, comprising:

code for receiving a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred and alternate travel product records being indicative of preferred and alternate travel products;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter; and

code for transmitting an offer to sell the selected at least one alternate travel product.

44. (Currently Amended) Computer executable software code stored on a computer readable medium, the code for offering a travel product for sale, comprising:

code for receiving a travel inquiry indicative of a preferred 'travel product from a traveler;

code for transmitting the travel inquiry to at least one merchant server;

code for receiving at least one alternate travel product record from a merchant server, wherein the at least one alternate travel product record is based upon the travel inquiry, the alternate travel product record being indicative of an alternate travel product;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter;

code for transmitting an offer to sell the selected at least one alternate travel product to a traveler; and

code for receiving an acceptance to purchase the at least one alternate travel product from the traveler.

45. (Currently Amended) Computer executable software code stored on a computer readable medium, the code for purchasing a travel product, comprising:

code for submitting a travel inquiry that is indicative of a preferred travel product;

code for receiving an offer for at least one alternate travel product, wherein the at least one alternate travel product has a greater value to a seller if sold than a preferred travel product, the alternate travel product being based on the travel inquiry and is related to the preferred travel product by at least one travel product relation parameter; and

code for transmitting an acceptance to purchase the at least one alternate travel product.

46. (Currently Amended) Computer executable software code stored on a computer readable medium, the code for offering a travel product for sale, comprising:

code for receiving a travel inquiry indicative of a preferred travel product from a traveler;

code for querying at least one merchant server to select a preferred and at least one alternate travel product based on the travel inquiry;

code for receiving a preferred travel product record and at least one alternate travel product record from a merchant server, the preferred travel product record and alternate travel product records being indicative of travel products;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter; and

code for transmitting an offer to sell the selected at least one alternate travel product to the traveler.

47. (Currently Amended) A computer readable medium having computer executable software code stored thereon, the code for offering a travel product for sale, comprising:

code for receiving a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred and

alternate travel product records being indicative of preferred and alternate travel products;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter; and

code for transmitting an offer to sell the selected at least one alternate travel product.

48. (Currently Amended) A computer readable medium having computer executable software code stored thereon, the code for offering a travel product for sale, comprising:

code for receiving a travel inquiry indicative of a preferred travel product from a traveler;

code for transmitting the travel inquiry to at least one merchant server;

code for receiving at least one alternate travel product record from a merchant server, wherein the at least one alternate travel product record is based upon the travel inquiry, the alternate travel product record being indicative of an alternate travel product;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred

travel product and is related to the preferred travel product by at least one travel product relation parameter;

code for transmitting an offer to sell the selected at least one alternate travel product to a traveler; and

code for receiving an acceptance to purchase the at least one alternate travel product from the traveler.

49. (Currently Amended) A computer readable medium having computer executable software code stored thereon, the code for purchasing a travel product, comprising:

code for submitting a travel inquiry that is indicative of a preferred travel product;

code for receiving an offer for at least one alternate travel product, wherein the at least one alternate travel product has a greater value to a seller if sold than a preferred travel product and is related to the preferred travel product by at least one travel product relation parameter, the alternate travel product being based on the travel inquiry; and

code for transmitting an acceptance to purchase the at least one alternate travel product.

50. (Currently Amended) A computer readable medium having computer executable software code stored thereon, the code for offering a travel product for sale, comprising:

code for receiving a travel inquiry indicative of a preferred travel product from a traveler;

code for querying at least one merchant server to select a preferred and at least one alternate travel product based on the travel inquiry;

code for receiving a preferred travel product record and at least one alternate travel product record from a merchant server, the preferred travel product record and alternate travel product records being indicative of travel products;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter; and

code for transmitting an offer to sell the selected at least one alternate travel product to the traveler.

51. (Currently Amended) A programmed computer for offering a travel product for sale, comprising:

a memory having at least one region for storing computer executable code; and

a processor for executing the program code stored in memory, wherein the program code includes:

code for receiving a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred

and alternate travel product records being indicative of preferred and alternate travel products;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter; and

code for transmitting an offer to sell the selected at least one alternate travel product.

52. (Original) The programmed computer of claim 51 wherein the program code further includes code for receiving an acceptance to purchase the at least alternate travel product.

53. (Original) The programmed computer of claim 51 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon inventory data associated with the alternate and preferred travel products.

54. (Original) The programmed computer of claim 51 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon profit margin data associated with the preferred and alternate travel products.

55. (Original) The programmed computer of claim 52 wherein selecting the at least one alternate travel product having a greater value to the seller

than the preferred travel product is based upon a current load factor associated with the alternate and preferred travel products.

56. (Original) The programmed computer of claim 53 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon a projected load factor associated with the alternate and preferred travel products.

57. (Original) The programmed computer of claim 54 wherein selecting the at least one alternate travel product having a greater value to the seller than the preferred travel product is based upon a load factor discrepancy associated with the alternate and preferred travel products.

58 (Original) The programmed computer of claim 55 wherein the program code further² includes code for selecting a benefit to be associated with the alternate travel product.

59. (Original) The programmed computer of claim 56 wherein the program code further includes code for receiving a travel inquiry that is indicative of a preferred travel product.

60. (Currently Amended) The programmed computer of claim ~~[[57]]~~ 59 wherein the at least one alternate travel product is within a defined variation limit from the received travel inquiry.

61. (Currently Amended) A programmed computer for offering a travel product for sale, comprising:

a memory having at least one region for storing computer executable code; and a processor for executing the program code stored in memory, wherein the program code includes:

code for receiving a travel inquiry indicative of a preferred travel product from a traveler;

code for transmitting the travel inquiry to at least one merchant server;

code for receiving at least one alternate travel product record from a merchant server, wherein the at least one alternate travel product record is based upon the travel inquiry, the alternate travel product record being indicative of an alternate travel product;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter;

code for transmitting an offer to sell the selected at least one alternate travel product to a traveler; and

code for receiving an acceptance to purchase the at least one alternate travel product from the traveler.

62. (Currently Amended) A programmed computer for offering a travel product for sale, comprising:

a memory having at least one region for storing computer executable code; and a processor for executing the program code stored in memory, wherein the program code includes:

code for submitting a travel inquiry that is indicative of a preferred travel product;

code for receiving an offer for at least one alternate travel product, wherein the at least one alternate travel product has a greater value to a seller if sold than a preferred travel product and is related to the preferred travel product by at least one travel product relation parameter, the alternate travel product being based on the travel inquiry; and

code for transmitting an acceptance to purchase the at least one alternate travel product.

63. (Currently Amended) A programmed computer for offering a travel product for sale, comprising:

a memory having at least one region for storing computer executable code; and

a processor for executing the program code stored in memory, wherein the program code includes:

code for receiving a travel inquiry indicative of a preferred travel product from a traveler;

code for querying at least one merchant server to select a preferred and at least one alternate travel product based on the travel inquiry;

code for receiving a preferred travel product record and at least one alternate travel product record from a merchant server, the preferred travel product record and alternate travel product records being indicative of travel products;

code for selecting at least one alternate travel product based on the at least one received alternate travel product record, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter; and

code for transmitting an offer to sell the selected alternate travel product to the traveler.

64. (Original) The programmed computer of claim 63 wherein the seller is a travel product seller.

65. (Original) The programmed computer of claim 63 wherein the seller is a central reservation system.

66. (Original) The programmed computer of claim 63 wherein the seller is a travel agent.

67. (New) A computer-implemented method for offering a travel product for sale, comprising:

receiving a travel record inquiry;

processing the travel record inquiry to determine a preferred travel product record and at least one alternate travel product record from an inventory database, the preferred and alternate travel product records being indicative of preferred and alternate travel products;

selecting at least one alternate travel product based on the travel record inquiry, wherein the at least one alternate travel product provides a greater value to a seller if sold than the preferred travel product and is related to the preferred travel product by at least one travel product relation parameter; and transmitting an offer to sell the selected at least one alternate travel product.